

CARGAZING

2023 FORD BRONCO SPORT

Bronco Sport Goes Extreme

New Black Diamond Off-Road Package Available on 2023 Model SUVs

PRESS RELEASE

Elevating its adventure game, Ford is introducing a new off-road package that brings increased capability and style with the new Bronco Sport Black Diamond Off-Road Package and is expanding Bronco Off-Road access for customers that purchase a new 2023 Bronco Sport vehicle.

“For adventurers who want to get more from their Bronco Sport, we’re enhancing the ownership experience by offering more trail capability with the new Black Diamond Off-Road Package, plus an included opportunity to learn what their SUV can do at Bronco Off-Road,” said Mark Grueber, Enthusiast Vehicle Marketing Manager. “Today, nearly 90% of Bronco Sport customers that attend Off-Road are likely to go off-roading again, and 97% of customers are more knowledgeable and confident doing so, furthering our goal of getting into the wild.”

The Black Diamond Off-Road Package – available on Big Bend and Outer Banks series – delivers even more off-road capability by adding four steel bash plates covering key 4x4 powertrain areas including, front metal skid plate, fuel tank protection and the canister shield. Unique 17-in Carbonized Gray low-gloss aluminum wheels feature 225/65R17



MANUFACTURER PHOTO

all-terrain tires for added grip. For bold style, the package adds a matte black hood graphic with small Bronco horse logo, plus lower bodyside graphics with Bronco lettering on driver and front-passenger doors.

Bronco Sport Black Diamond Off-Road Package is now available for ordering at Ford dealers.

OFF-ROADEO

Starting with the 2023

model year, every Bronco Sport owner and order-holder now receives complimentary Bronco Off-Road access and trail guide instruction.

All four Bronco Off-Road experiences put drivers to the test across miles of curated trails over a day, while teaching them about the capabilities and performance of their Bronco two-, four-door, or Sport SUV model.

Each location is designed

for all skill levels and offers unforgettable trail drives led by off-road experts, who will show attendees how to get the most out of their Bronco’s rugged capabilities. This included experience is the ultimate opportunity to build confidence, expand off-road adventure skills and explore everything Bronco models have to offer.

Bronco Off-Road adventure playgrounds include Horseshoe Bay, Texas (near

Austin); Mt. Potosi, Nevada (near Las Vegas); Moab, Utah; and Gilford, New Hampshire.

HERITAGE

Though not part of the Bronco family in the 1960s, Bronco Sport gives customers a chance to enjoy the brand’s heritage with exclusive Heritage and Heritage Limited Edition styling.

All models feature signature Oxford White accents including a uniquely painted

BY THE NUMBERS

Base Price: \$29,215

Wheelbase: 105.1 in.

Length: 172.7 in.

Width: 74.3 in.

Height: 70.2 in.

Engine: 1.5-liter EcoBoost (181 hp, 190 ft-lbs)

Transmission:

Eight-speed automatic

EPA Mileage: 25 city, 28 highway

roof to mimic the original Bronco style. A unique Oxford White heritage grille features Race Red “BRONCO” lettering, while Oxford White 17-inch aluminum heritage wheels and bodyside stripes heighten the throwback appearance.

Both versions include interior touches such as plaid cloth seats and a Navy Pier instrument panel with Oxford White accenting the bin and door ring.

Cloth seats feature heathered Navy Pier with plaid inserts and Race Red and Robin’s Egg Blue accent stitching. A unique Navy Pier microsuede center console and armrests include Race Red stitching. The Bronco Sport MOLLE strap storage system on the front-row seat-backs includes Navy Pier straps and Race Red zipper grips. T